

# Loretta Kendall

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[www.ldivastyle.com](http://www.ldivastyle.com)

## SUMMARY OF QUALIFICATIONS

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- Founder/Owner Louisville Fashion Network
- Owner L Diva Style
- Owner "A" Salon and Beauty Image
- Former Owner "A" Modeling Agency
- American Royalty Ms. Indiana Elite 2008
- Modeling Agent and Model and Pageant Coach
- Plus Model (12 years experience)
- Indiana Licensed Cosmetologist since May 2000 (License # BC20001010)
- Stylist / Makeup Artist/wardrobe stylist/fashion Designer for Photo Shoots (editorial, commercial, artistic, print, portfolios, weddings)
- Fashion Editor for NotJustHearSay.com
- Fashion/beauty Correspondent for Modeling INTL
- National Director of American Empress Pageants

## EDUCATION

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Scottsburg High School -Scottsburg, Indiana - Graduate 1995

- FHA Vice President, Pep Cub Coordinator, Sunshine Society

Cosmo Model and Talent Agency Modeling Course - Graduate

- Plus Model

PJ's Beauty College - Graduate 2000

- Student Council Secretary

## CONTINUING EDUCATION

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\*Thermafuse EPC Training & 2 day Educational Retreat

BSG Heil Fashion Focus Trade Show Chicago, Ill

BSG Victory Trade Show Nashville, Tenn.

BSG Heil Covington, KY Trade Shows

NCA Indiana French Lick Hair Show (Thermafuse)

Heil Graham Webb Back to Basics Class Louisville, KY

Creative Nail Design in Salon Education

OPI in Salon Education

Thermafuse 2 day Educational Retreat

Indiana Expo

BSG Heil Trade Show Louisville, KY

L'egance skin care in salon education

Trade Show Classes: Graham Webb, Paul Mitchell, TIGI, Aquage,

Thermafuse, ISO, Nioxin, Sebastian, Wella, Big Sexy, Creative, Meda Cool,

OPI, Menda, Repechage

## WORK OF EXPERIENCE

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<b>1998-2000</b>	Como Model and Talent Agency	Louisville, KY
	Plus Model	
	• Plus Modeling -commercial, print, and editorial	
<b>1999-2000</b>	Chic Wigs	Clarksville, IN
	• Assistant Manager, Sales, Wig Styling and Refurbishing, Book Keeping,	
<b>2000-2002</b>	Missy & Co. Salon	Scottsburg, IN
	• Cosmetologist - Hair, Nails, Skin Care, and Spa Services	
<b>2001-2002</b>	Thermafuse Hair Care	Kannapolis, NC
	• Educational Promotional Coordinator (EPC) Jerry Webber Design Team Artist and assistant to Jerry Webber (platform artist) Stage Experience. French Lich Hair Show Events, In Salon Educator.	
<b>2002-2005</b>	Missy & Co. Salon	Scottsburg, IN
	• Salon Co-Owner and Cosmetologist - Full Service Salon and Spa Services	
<b>2007- 2008</b>	“A” Modeling Agency	Scottsburg, IN
	• Owner - Agent	
<b>Dec 2005-present</b>	<b>“A” Salon and Beauty Image &amp; L Diva Style Image Consulting</b>	
<b>Scottsburg, IN</b>	<b>Owner - Cosmetologist, Makeup Artist, Image Consultant, Spa Services, Nail Technician.</b>	
<b>November 2008</b>	<b>Louisville Fashion Network &amp; Louisville Fashion Week</b>	<b>Louisville, KY</b>
	<b>Owner - Founder</b>	

## CREDITS

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Pageants: (Coach)  
American Empress National and State Director  
Indiana's Outstanding Teen (Coached, Stylist/ MUA)  
National American Miss Teen Indiana 2006, 2007,2008 (Coached, Stylist/ MUA for 2<sup>nd</sup> Runner up 2008)  
Indiana's Ultimate Teen (Coach, Stylist/ MUA for Queen 2008)  
Scott County Fair Queen (Coach, Stylist/ MUA for Queen 2005)2005,2007,2008  
Miss Midwest - Forerunner to Miss America (Hair for 2008 Queen December 2007)  
Teen Miss Midwest - Forerunner to Miss America's Outstanding Teen (Coach, Stylist/ MUA for 2<sup>nd</sup> Runner up)  
Ultimate Queen Indiana Pageant (Coach Queen Teen Division)  
Ultimate Queen National(1<sup>st</sup> Runner up Coach Teen Division)  
KY Carroll County Fair Pageant 2008 (Coach)  
Miss Madison Regatta Pageant (Coach) 2008  
Miss Teen USA Indiana Top 10 (Coach, Stylist/ MUA) 2008  
Firemen's Festival MC and visiting queen  
Pageants as contestant:  
American Royalty Ms. Indiana Elite 2008

Agencies:

“A” Modeling Agency - former owner  
Fairytale Modeling and Promotions  
Vision One Models and Vision One Entertainment  
Haymen Talent Agency  
Cosmo Talent Agency

Photographer Credits:

L Diva Style Photography, Forever Fotos, Claude Taylor, Gary M Photo, Photo III Photography, Justin Spivey Photography, Downing Photography, Doug Sanders Photography, Newman Photography, Capture Professional Photography, Storm wind Photographics, Opus Pictures, Photographic Memories, Vickie B, Pam Jones Photography, Sharon Elaine Photography, Art Schotz, DV Media, Paul T. Miller Tom Entingh Photography, Chris Tapp Photography, Kidtee Hello, KC Photography LZ Photography, Mr. Foto, Hommage Studios, Picture This Photography, Kevin Harrington, Theil Photography, CCL Productions, Studio D, Studio Effects Britney Brown Photography, Chris Kaufman, MM Design, MJD Photography Sherri Keys Barber, Xoind Studio, Aperture Images, M Gallery

Fashion Designers:

Rachel French  
Cherry Blood Fashion  
L Diva Style Fashions  
Jen Swanson  
DAAP Cincinnati (Students)  
Stephania Marcone - Moda Viva Italy

Model Coaching:

“A” Salon Modeling Seminars  
“A” Modeling Agency training  
Louisville Fashion Network workshops and seminars

Tear Sheets:

Every Day People Magazine  
Forever Fotos Broachers  
ForcedFab.com  
ForcedFab.com Girl of the month Calendar Series  
Not Just Hear Say  
CCL Productions  
Easy Rider promo poster  
Inspire Quarterly  
Modeling International Vol1 Vol2(features MUA)  
Moda Viva Italy  
Playbill - Shining City

Almost Famous by: Tristan Richards

Promotional Events:

Missy and Co. @ Scott County Co. Court Fest

Forever Fotos @ Jackson Co Fair

TWA Wrestling

Finley Ohio Klouis Masquerade shoot

SPA Crashes Seminar

Obie Trice Fashion Show and Concert

French Lick Hair Show

NY in Small Town Fashion Show

Thermafuse EPC Event

Published Articles in:

web4beauty.com

allmakeupartist.com

NotJustHearSay.com

dallasbeautypage.com

Modeling International

Film:

Opus Pictures

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AWARDS, ACHIEVEMENTS, AND INDUSTRY ORGANIZATIONS

NCA

NCAI Fantasy Hair Competition 2001 & 2004

NCAI Hair by Night Competition 2004

Pivot Point Achievement Awards in Hair Design

Chicago Midwest Beauty Show Photo Competition

Model Mayhem 5<sup>th</sup> List (Makeup Artist Mentor Program)

Several features on modeling industry web sites as a MUA

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REFERENCES

Tammy Stidham @ Forever Fotos

Owner/ Photographer

1566 W Leota Rd, Scottsburg IN, 47170

(812) 752-0121

Mary Sue Huff @ Mary Sues' Unique Styles

Owner/Cosmetologist

121 W Cherry St # 10, Scottsburg, IN

812) 752-6111

Rebecca Campbell

Cosmetologist

Austin, Indiana 47102  
(812) 794-4454